



Export News

U.S. Commercial Service

**Serving Central and Western Pennsylvania
Companies**

Summer 2015, Volume 4 Issue 5

Hello Everyone –

As we hit that mid mark of Summer, I generally feel angst that my Summer didn't really start yet and I don't understand how it went by so quickly. So if you are like me, you have already called the Summer a loss and are now planning for your Fall. September generally launches a very busy and vibrant trade calendar for our agency and it is a good time now to take a step back and look to plan a strategic approach to increasing your exports to new foreign markets. We produce a steady stream of foreign market research and trade leads, and if you have not already signed up on our export.gov website to identify markets and industries you are interested in receiving the latest information on, click this link and register http://www.export.gov/about/eg_main_016804.asp. There is no time like the present to take action for a more informed future.

Happy Exporting!

Lyn Doverspike
Director, U.S. Commercial Service, Pittsburgh

COUNTRY SPOTLIGHT: India

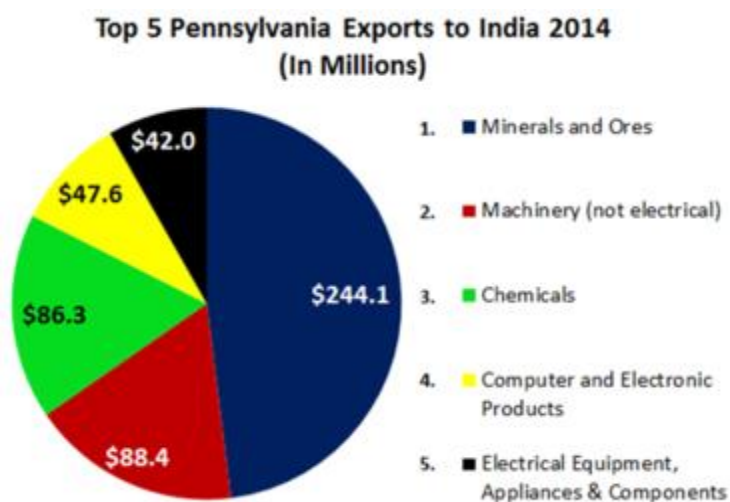
Looking for U.S. Exporters

Interested in one of the world's fastest growing industrial economies? Then look no further than India, the 11th largest economy in the world and 3rd largest economy in Asia. India includes the 2nd largest population by country in the world (1.2 billion people in 2012, a majority of which are English speaking), a steady growth rate of 5.4% in 2015 according to the International Monetary Fund (IMF), and a stable government. All of this means that India is a very attractive country for exporters; in fact, it is the 18th largest export market for U.S. goods with total export value of \$21.9 billion in 2013. U.S. companies large and small are poised to make big gains in India over the coming years.

Calling All U.S. Infrastructure Sector Companies

One of the most important industries for India at this time is the infrastructure sector. India announced plans to invest over \$1 trillion in its infrastructure between the years of 2012-2017, which presents numerous opportunities for U.S. companies who produce materials and services for the construction of bridges, roads, water and power infrastructure, and much more. Furthermore, India's government under the Bharatiya Janata Party (BJP) has prioritized enhancing the ease of doing business in India and further urbanization of the Indian sub-continent, all adding up to a better business environment in India.

Pennsylvania Exports to India



India represents Pennsylvania's 13th largest export market, and PA's export value is at an all time high of over \$700 million. India is a growing market for PA goods and services, with Pennsylvania having increased its export values to India in every year but two since 2005. In addition, Pennsylvania has the 5th largest value of exports to India by state, and because this number is growing rapidly, the prospects of Pennsylvania industries exporting to India are all the better

Key Industry Needs in India:



For more information, call our office at 412-644-2800, or see our [U.S. Commercial Service Country Commercial Guide for India](#)

NEWS YOU CAN USE: Intellectual Property Rights (IPR) in India

As exports to India grow in size and diversity, U.S. companies have need of asserting their intellectual property rights (IPR) for the protection of their products and services. Given this need, our U.S. Commercial Service staff in India has created IPR Toolkits for U.S. companies. These toolkits contain the latest information on IPR rules and regulations pertaining to India for both industrial property and copyrights. For the most up-to-date news, regulations, and enforcement procedures for IPR, please visit the IPR Toolkit webpage for the [U.S. Embassy in New Delhi](#).

Upcoming Seminars, Trade Missions, and Trade Shows

Our webinars, seminars, conferences, trade missions and trade shows are all in place to help educate U.S. companies on opportunities, build trade knowledge, and increase your exports.

WEBINARS

Spotlight Webinar: How to Enter the Chinese Information and Communications Technology (ICT) Market

(August 4, 2015 @ 4:00 PM PST)

The Chinese ICT market is growing rapidly, with an online population exceeding 650 million users. Corporate and individual users create what is potentially the world's largest interconnectivity market that includes components and systems. These users provide business opportunities in cloud computing, the Internet of Things, 4G mobile connectivity, and more. Join this webinar to find out how you can work within new restrictions, overcome challenges and access the market.

For more information, please contact:

Steven Murray at Steven.Murray@trade.gov

Register Now!

Upcoming Webinars:

[Doing Business in Ukraine: The Rebirth of a Nation](#) -- [multiple industry sectors](#) -- [Pre- Register for this event](#) (July 16, 2015)

[Basic Guide to Exporting Webinar Series: Pricing, Quotations and Terms](#) -- [Pre-Register for this event](#) (July 22, 2015)

[Basic Guide to Exporting Webinar Series: Exporting Services](#)-- [Pre-Register for this event](#) (July 23, 2015)

RECOMMENDED RESOURCES: Upcoming and Recorded Webinars

Whether you are an experienced exporter or are just beginning to enter the global economy, it is never a bad time to catch up on important export topics, which is why the [Upcoming and Recorded Webinars](#) page is for those looking to refresh their exporting knowledge or learn about the latest developments in international trade. The free recorded webinars and upcoming webinars tackle various topics including:

- [NAFTA Certificate of Origin Rules](#)
- [Exporting EAR99: Screening your Transaction, Lists to Check, and Red Flags](#)
- [Classifying your Commodity](#)
- [AESDirect Proof of Filing Citations](#)
- [Quick Guide to Foreign Trade Regulations](#)
- And More!

LOCAL EVENTS

SPOTLIGHT: Pittsburgh Startup Global

Date: Tuesday, August 11, 2015

Time: 8:30 a.m. to 1:30 p.m.

Location: Carnegie Mellon University Campus, Pittsburgh, PA

Cost of Attendance: No Cost

Join us for a half-day program on why going global as a startup company is a must. The event will include panel discussions from seasoned international business professionals, local entrepreneurs, and trade specialists on:

- Why going global makes good business sense
- How to protect your Intellectual Property (IP) and get paid
- How to go global strategically
- Resources available to help

Following the morning program and networking lunch, you will have the opportunity to do "deep dive" sessions on the morning topics.

For more information and to register, contact either:

LeeAnne Haworth at LeeAnne.Haworth@trade.gov

Steven Murray at Steven.Murray@trade.gov

OR

[visit our webpage](#)

OTHER LOCAL EVENTS

Global Market Development: Brazil, Mexico, Global Financing, Legal Strategies & More!

Date: Thursday, September 24, 2015

Time: Registration 8:45 AM, Program 9 AM - 4:30 PM (Continental Breakfast and Lunch Provided)

Location: Saint Vincent College, Fred Rogers Conference Center, 300 Fraser Purchase Road, Latrobe, PA 15650

Registration Fee: \$95 per person payable by Visa, MasterCard, Check or Cash

For more information, contact the Saint Vincent Small Business Development Center at 724-537-4572 or Email: sbdc@stvincent.edu.

Register Now!

Chile's Wealth Spreads into Latin America: CONEXPO Trade Show

Date: Wednesday, July 15, 2015

Time: 9:30 AM -- 11:30 AM

Location: WEBINAR or attend in person at Duquesne University SBDC, Rockwell Hall, Room 108, 600 Forbes Ave. Pittsburgh, PA 15282

Registration Fee: \$0

For more information, contact the Duquesne University Small Business Development Center at 412-396-6233 or Email: duqsbdc@duq.edu

Register Now!

NATIONAL EVENTS



Plan to attend this unprecedented national series of conferences designed to help U.S. businesses expand sales, penetrate new markets, and boost their bottom line through exports! Reserve your spot now at a Discover Global Markets event in 2015.

At Each Discover Global Markets Conference, you will:

- Meet one-on-one with U.S. Commercial Service Diplomats visiting from abroad
- Participate in panel discussions on the latest industry trends
- Identify new and emerging markets of opportunity ahead of your competition
- Learn about U.S. export programs designed to cut your time to market
- Network with U.S. trade officials, leading private sector experts and like-minded U.S. businesses active in overseas markets

Each Discover Global Markets will focus on a region of the world or be specific industry. Check out the remaining 2015 line up below.

October 8-9, 2015

Dallas/Ft. Worth, TX

Who Should Attend this event?

- Sales and marketing professionals responsible for understanding global market trends.
- Digital marketing and e-commerce strategists.
- Operations and logistics professionals responsible for identifying supply chain logistics providers of direct sales methods, distribution channels and fulfillment services.
- C-level executives responsible for positioning their companies to respond to quickly to global trends and opportunities.
- Investors and professional advisors.





November 29-30, 2015

Orange County, CA

What to expect?

- In-depth market intelligence targeting major consumer markets in the Pacific Rim
- Country and industry sessions led by industry specialists and executives
- Financing for generating maximum revenue and profits
- Practical “how-to” sessions on marketing, distribution, and protecting your Intellectual Property Rights (IPR)
- “Meet the Buyer” sessions and networking with senior business leaders

INTERNATIONAL BUYERS PROGRAM (IBP)

If you are exhibiting at or attending a domestic trade show, let us know! It may be a show that is part of the U.S. Commercial Service's International Buyer Program (IBP), which bridges the gap between foreign buyers and U.S. companies. We bring in motivated foreign buyers seeking U.S. products and can arrange personal meetings with these buyers and our in-country specialists to help you make the most of these excellent business opportunities. Check out the current list of IBP shows below and this month's spotlighted IBP show.

Spotlight IBP: Water Environment Federation Technical Exhibition and Conference (WEFTEC)

September 26-30, Chicago, IL

WEFTEC is the largest conference for water quality education and training in North America, and the program features hundreds of presentations, demonstrations, and technical sessions for anyone wanting to stay competitive in the waste-water and water conservation industries. With over 22,000 attendees and 1,400 exhibitors last year alone, WEFTEC 2015 is going to be the biggest and best exhibition yet. **Moreover, as the only water conference to be a part of the U.S. Commercial Service International Buyers Program, we will coordinate meetings with international delegates and provide export trade counseling in order to create connections and start growing your export markets.**

For more information, please contact:

Ryan Russell at Ryan.Russell@trade.gov

Register Now!

Remaining IBP Trade Shows for 2015:

- [Pack Expo Las Vegas 2015](#) (September 28-30, Las Vegas, NV)
- [ASIS 2015 International 61st Annual Seminar and Exhibits](#) (September 28-

30, Anaheim, CA)

- [SupplySide West 2015](#) - IBP Select (October 5-9, Las Vegas, NV)
- [LAGCOE 2015](#) - IBP Select (October 27-29, Lafayette, LA)
- [BigR/ReMaTecUSA 2015](#) - IBP Select (October 31 - November 2, Las Vegas, NV)
- [Irrigation show and Education Conference 2015](#) - IBP Select (November 11-12, Long Beach, CA)
- [Greater New York Dental Meeting 2015](#) (November 27 - December 2, New York City, NY)
- [53rd Annual National RV Trade Show](#) - IBP Select (December 1-3, Louisville, KY)
- [POWER-GEN International 2015](#) (December 8-10, Las Vegas, NV)

TRADE MISSIONS & TRADE SHOWS

Spotlight Trade Mission: Architecture/Engineering Services in UAE and Saudi Arabia

September 14-21, 2015

Exports to the Middle East have grown rapidly, especially in the last few years; the total U.S. export value to the Middle East reached a high of \$73.8 billion in 2014, with plenty of opportunities to grow further. This trade mission highlights important metropolitan areas in countries which are key export destinations for U.S. goods and services. Below is list of the dates, locations, and fees for the trade mission, including the optional stop in Doha, Qatar:

Location	Date	Fees
Abu Dhabi, United Arab Emirates	10/17/2015-10/19/2015	The participation fee for the trade mission to UAE and Saudi Arabia alone is \$3,300 for small or medium-sized enterprises (SME) and \$4,400 for large firms and trade associations/organizations, with a fee of \$750.00 for each additional representative regardless of the group.
Riyadh, Saudi Arabia	10/19/2015-10/20/2015	
Jeddah, Saudi Arabia	10/21/2015-10/22/2015	
Optional Doha, Qatar	10/21/2015-10/22/2015	The participation fee for the Qatar optional stop is \$700.00 for SME and \$800.00 for large firms and trade associations/organizations, with a fee of \$700.00 for each additional representative regardless of the group.

Trade Mission Features:

- High visibility networking opportunities with pre-screened businesses
- Opportunities to meet key industry and government officials
- Learn about design opportunities in all three countries

For more information, please contact:

Steven Murray at Steven.Murray@trade.gov

Register Now!

Upcoming Trade Missions:

- [7th Annual U.S. Industry Program at the International Atomic Energy Agency \(IAEA\) General Conference](#) (September 13-16)
- [Certified Franchise Trade Mission to Central America](#) (September 20-24)
- [Education Trade Mission to Europe](#) (September 21-25)

EXPORT CONTROLS, SANCTIONS, & EMBARGOES

It is every exporter's responsibility to make sure they are exporting within U.S. regulations and policies. Trade sanctions can change quickly so staying up to date is critical to your business. Information from the Bureau of Industry and Security (BIS) and Office of Foreign Asset Control (OFAC) are updated regularly. As a U.S. exporter, it is your responsibility to ensure that you are abiding by U.S. compliance rules and staying current on regulations pertaining to your product and export country.

***Below are links we suggest to bookmark for keeping up to date with information on export regulations and controls but should not be considered an exhaustive list:**

- [Office of Foreign Asset Control website](#) (OFAC) - for up-to-date information regarding sanction programs, including Iran Sanctions, Syria Sanctions, Cuba Sanctions and Ukraine-Related Sanctions.
 - OFAC Export Assistance Hotline - 1-800-540-6322 or 202-622-2490.
- [Bureau of Industry and Security website](#) (BIS) - for several sanctioned destinations. The BIS also offers a complete list of Parties of Concern [here](#).
- [Nuclear Regulatory Commission website](#) (NRC) – for the safety of nuclear power production and other civilian uses of nuclear materials.
- [Directorate of Defense Trade Controls website](#) (DDTC) – for the export of defense articles covered by the United States Munition List

Helping U.S. Exporters Since 1980

The U.S. Commercial Service is a federal agency within the U.S. Department of Commerce's International Trade Administration. We help U.S. businesses like yours increase export sales and markets by providing export counseling, advocacy, market intelligence, overseas business matchmaking and more. The Pittsburgh-based office covers 36 counties in Western and Central Pennsylvania, it is one of more than 100 nationwide offices and overseas offices in over 70 countries based within U.S. embassies and consulates.

Need help exporting? [Find your industry's local international trade specialist.](#)
Haven't worked with us before? [Complete our intake form to get started today.](#)
Want more export news? [Find complete information about our resources here.](#)

Put our global network to work for your business today!

Contact Us At:

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Website: www.export.gov/pennsylvania/Pittsburgh



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Foreign direct investment supports millions of jobs in the United States. Learn how the U.S. is supporting investment at [SelectUSA.gov](#).

Visit us on the web at <http://www.trade.gov>.

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